

# Digital Marketing

## Test Number: #412

### CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: \_\_\_\_\_ Course: Digital Marketing  
School: \_\_\_\_\_ Test Number: 412  
# Students in course: \_\_\_\_\_ Date: \_\_\_\_\_  
# Students tested: \_\_\_\_\_  
# Students who passed performance objectives at or above 80%: \_\_\_\_\_

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

1. Research a business and identify their brand, logo, and slogan. Identify how marketing is used differentiate and identify their products.
2. Using the internet, research and identify four types businesses that use ecommerce today (B2B, B2C, C2C, and C2B). Identify the elements that create success for these businesses from their website.
3. *Optional* - Using web coding/CSS or use WordPress/Weebly/Square space create a webpage with appropriate content from Standard 3, Objective 1.
4. Using the internet, research existing online advertisements. Identify advertisement targeting technique characteristics.
5. Locate a current article/event on the following topic: Business using social media marketing to promote products. Describe how the business uses social media to promote products and sales, engage customers, provide customer service, and build branding.

Each performance is documented and kept on file by the teacher for two years.  
(Check the documentation method used)

- ☐ Class period summary score sheet
- ☐ Recorded and identified in the class grade book

Instructor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_